

Privacy Policy
SoundX Advisers Pty Ltd
Effective Date: Dec 2025

Last Updated: May 2026

SoundX Advisers Pty Ltd (ABN 34 693 314 591) ("**SoundX**", "**we**", "**us**", or "**our**") operates the website <https://soundx.com.au/> (the "**Site**"). We respect your privacy and are committed to protecting your personal information.

This Privacy Policy explains how we collect, use, disclose, store, and protect personal information. By using our Site, you consent to the practices described in this policy.

1. Information We Collect

We may collect the following types of personal information:

- **Contact Information:** Name, email address, phone number, business name, and position.
- **Business Information:** Details about your SME, such as industry, size, procurement readiness, or responses to our Readiness Quiz.
- **Usage Data:** IP address, browser type, pages visited, and interaction data (via cookies or analytics tools).
- **Other:** Any information you voluntarily provide through contact forms, quiz submissions, email sign-ups, discovery calls, or downloads.

We do not intentionally collect sensitive information (e.g., health, racial, or financial details) unless relevant and with your consent.

2. How We Collect Information

- Directly from you: Via forms, quizzes, emails, or phone.
- Automatically: Through cookies, web beacons, or analytics (e.g., Google Analytics).
- From third parties: Where lawful and relevant (e.g., business directories).

3. How We Use Your Information

We use personal information for:

- Responding to inquiries and providing information about our services.
- Delivering Readiness Snapshots, guides, or reports.
- Improving our Site and services.
- Marketing (e.g., newsletters) — you can opt out at any time.
- Internal business purposes, such as analytics and record-keeping.
- Complying with legal obligations.

4. Sharing Your Information

We do not sell personal information. We may share it with:

- Service providers (e.g., website hosting, email platforms, analytics tools) under confidentiality agreements.
- Professional advisers (lawyers, accountants, industry technicians) as needed.
- Government or regulators where required by law.

Any overseas disclosures (if applicable) will comply with Australian privacy standards.

5. Data Security

We take reasonable steps to protect your information from misuse, loss, or unauthorized access (e.g., secure servers, encryption where appropriate) including secure servers and encrypted storage where appropriate. However, no system is completely secure.

6. Data Retention

We retain personal information only as long as necessary for the purposes outlined or as required by law. When no longer needed, we securely delete or de-identify it.

7. Your Rights

You may:

- Access or correct your personal information.
- Request deletion (where lawful).
- Opt out of marketing communications.
- Lodge a complaint about our handling of your data.

To exercise these rights, contact us using the details below. We will respond within a reasonable time.

8. Cookies and Tracking

Our Site uses cookies for functionality and analytics. You can manage cookie preferences through your browser settings. We will provide a cookie consent mechanism if using non-essential cookies.

9. Changes to This Policy

We may update this Privacy Policy from time to time. Changes will be posted on this page with an updated effective date. Continued use of the Site constitutes acceptance.

10. Contact Us

For any privacy questions or requests:

SoundX Advisers Pty Ltd

Sunshine Coast, Queensland, Australia

Email: hello@soundx.com.au

This policy is governed by the laws of Queensland, Australia.